

TO: REGULATORY COMMITTEE – 24th JANUARY 2007 – 2.30 pm

SUBJECT: ADVERTISING ON TAXIS

FROM: MEMBERS' SERVICES

1. PURPOSE OF REPORT

- 1.1 To consider an application for consent to place advertisements on a hackney carriage vehicle.

2. BACKGROUND

- 2.1 Authority is delegated to the officers, in consultation with the Regulatory Committee Group Spokespersons, to approve the form of advertisements to be displayed on taxis and private hire vehicles and to issue consents for such advertisements.
- 2.2 Due to time constraints, it was not possible to consult with the Spokespersons in this case.
- 2.2 An application has been received for consent to an advert proposed to be placed on two TX hackney cab (London cab) for a period of 12 months to start as soon as possible, if approved.
- 2.3 A copy of the proposal from Taxi Media, Gloucester House, 10 Camberwell New Road London SE5 0TA is attached. (Appendix 1)
- 2.4 The names of the hackney carriage licence holders that wish to have their vehicles liveried are not known at the time of this report.
- 2.4 Consent has previously been granted to allow advertising on very few taxis in the district.

3. POLICY AND BUDGET FRAMEWORK

- 3.1 None evident

4. RECOMMENDATIONS

- 4.1 Members are asked whether they wish to grant consent for the proposed advertising on two taxis in this case.

David Davies
Licensing Services Manager

BACKGROUND PAPERS

NIL

Areas and the District Affected:	All
Key Decision:	Yes
Included in Forward Plan:	No

For further information about this report please contact:

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